

EVEN THOUGH YOU INHALE.

NO WORRY ABOUT THROAT IRRITATION!

SURE you inhale. All smokers do—sometimes. So play safe with your throat.

Look at this... a vital difference found and reported by eminent doctors who compared the leading favorite cigarettes:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

This exclusive, proved protection is a plus—added to your enjoyment of the superb-quality PHILIP MORRIS tobaccos. Smoking that's a lot more fun—and no worry about throat irritation—even when you do inhale!



BECAUSE YOU DO INHALE

CALL FOR PHILIP MORRIS

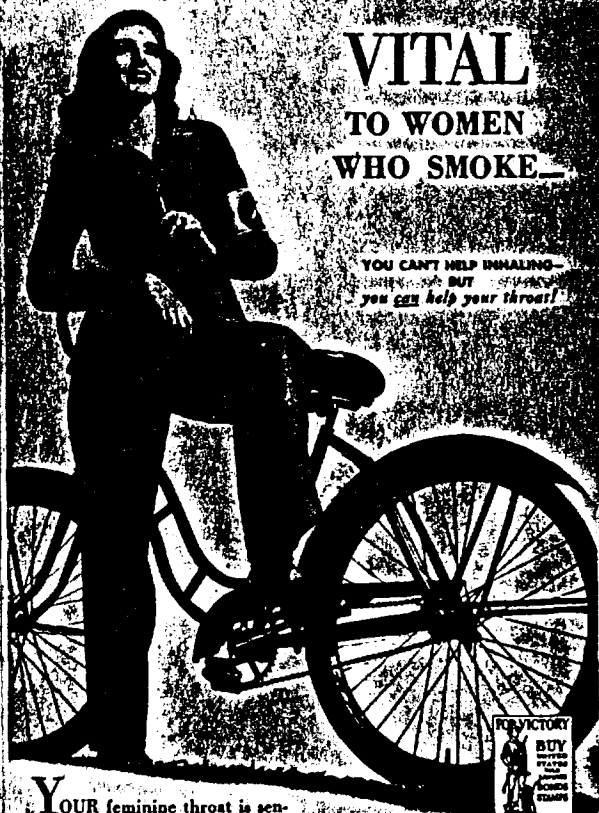
AMERICA'S *Finest* CIGARETTE



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VITAL TO WOMEN WHO SMOKE

YOU CAN'T HELP INHALING—
BUT you can help your throat!



YOUR feminine throat is sensitive... so play safe... be sure about your cigarette!

A profound difference between PHILIP MORRIS and other cigarettes—is reported by eminent doctors who compared the leading favorite brands. They found that:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!



CALL FOR PHILIP MORRIS

America's *Finest* Cigarette

August 1942 Good Housekeeping

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